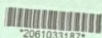


# EXPERIENCE THE PERFECT BLEND OF SMOOTH FLAVORS.

AAAA4AAAAAAAAAAAA  
Sample A. Sample  
1234 Any Street  
Anytown, OH 12345  
llllllllllllllllllll



Dear Sample:

America's favorite 100mm cigarette, Benson & Hedges 100's, is the perfect blend of smooth flavors.

To help you experience the great taste of Benson & Hedges 100's, we are enclosing three coupons good on a carton or four packs of Benson & Hedges 100's.

And what may be the only thing better than a great cigarette? Well, a great cup of coffee to go along with it. Together, they are truly a blending of pleasures.

That's why we are also offering you free Benson & Hedges coffee mugs and a collection of fine coffees from around the world. All you have to do is collect your Benson & Hedges pack UPCs, and the mugs and coffee are yours free.

So remember to use your coupons to purchase some packs of Benson & Hedges 100's. And start saving your pack UPCs. Because nothing's better than the perfect blend of the smooth flavors of Benson & Hedges 100's.

Thanks,

*Peter G. Henriquez*

Peter Henriquez  
Benson & Hedges



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1994-04  
No. 1994

MANUFACTURER'S COUPON EXPIRATION DATE 5/31/94

**\$300 OFF**



ON ANY CARTON OR  
4-PACK PURCHASE OF  
**BENSON & HEDGES  
100's**  
llllllllllllllllllll

MANUFACTURER'S COUPON EXPIRATION DATE 5/31/94

**\$300 OFF**



ON ANY CARTON OR  
4-PACK PURCHASE OF  
**BENSON & HEDGES  
100's**  
llllllllllllllllllll

MANUFACTURER'S COUPON EXPIRATION DATE 5/31/94

**\$250 OFF**



ON ANY CARTON OR  
4-PACK PURCHASE OF  
**BENSON & HEDGES  
100's**  
zzzzzzzzzzzzzzzzzz

## BENSON & HEDGES 100's Mugs and Coffee Order Form



This set of four black oversized mugs has been specially designed for Benson & Hedges 100's. They're ideal for that first delicious cup of coffee in the morning or when entertaining friends or family.



Savor a world of flavor with these delicious coffee samples. This collection of the world's finest coffees is guaranteed to meet the high flavor standards of Benson & Hedges 100's.

### CAN WE GET YOU SOME COFFEE?

#### ORDERING INSTRUCTIONS

1. Fill out all information. Offer will expire on July 31, 1994.
2. Print your name and address clearly. You must include your signature and your birth date.
3. In your envelope, enclose your Benson & Hedges pack UPCs for your order. Extra UPCs will not be returned.
4. Send check or money order for postage and handling payable to "Benson & Hedges Coffee Office." DO NOT SEND CASH.
5. Mail to Benson & Hedges Coffee Office, P.O. Box 24100, Kansas City, MO 64124-4100. Postage necessary. Be sure to have sufficient postage on your envelope. If you have any questions about your order, call 1-800-440-1444.



33333333333333333333  
Sample A. Sample  
1234 Any Street  
Anytown, OH 12345

If your address is not correct, please make changes below.

☐ Mr. \_\_\_\_\_  
☐ Mrs. \_\_\_\_\_  
☐ Miss \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_  
Current Brand \_\_\_\_\_ Previous Brand Smoked \_\_\_\_\_

Item	Qty	Price (UPC)	Price (UPC)	Postage & Handling	Price (UPC)
1. Set of 4 Coffee Mugs	40			\$5.00	
2. <b>FLAVORED COFFEES</b> (Gift Set of 4 • 1-Pot Samples) French Vanilla • Irish Cream • Hazelnut • Swiss Chocolate Almond	35			Free	
3. 1 lb. bag French Vanilla	40			Free	
4. 1 lb. bag Hazelnut	40			Free	
5. <b>SPECIALTY COFFEES</b> (Gift Set of 4 • 1-Pot Samples) Columbian Supremo • Kenya Blend • Macho Java Blend • Kenya Blend	35			Free	
6. 1 lb. bag Columbian Supremo	40			Free	
7. 1 lb. bag Macho Java Blend	40			Free	
8. <b>BRCAF COFFEES</b> (Gift Set of 4 • 1-Pot Samples) Columbian Decaf • Macho Java Blend Decaf • Hazelnut Decaf • French Vanilla Decaf	35			Free	
9. 1 lb. bag Columbian Decaf	40			Free	
10. 1 lb. bag Hazelnut Decaf	40			Free	
<b>Total Pack UPCs and Postage and Handling Enclosed</b>					

Allow 10-12 weeks for delivery. Not responsible for lost, late, misdirected, unopened, or postage due mail. No facilities accepted. Offer limited to smokers 21 years of age or older. Offer good only in the USA. Offer void in Kansas or wherever else prohibited. Offer void to employees of Philip Morris and its advertising agencies' employees. No group or organization orders or requests will be honored.

By participating in this offer and signing below, I certify I am a smoker 21 years of age or older. I am also willing to receive free cigarettes and branded incentive items in the mail subject to applicable state and federal law.

Signature \_\_\_\_\_ Date of Birth \_\_\_\_\_  
Month \_\_\_\_\_ Day \_\_\_\_\_ Year \_\_\_\_\_

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